

REASON SEVEN

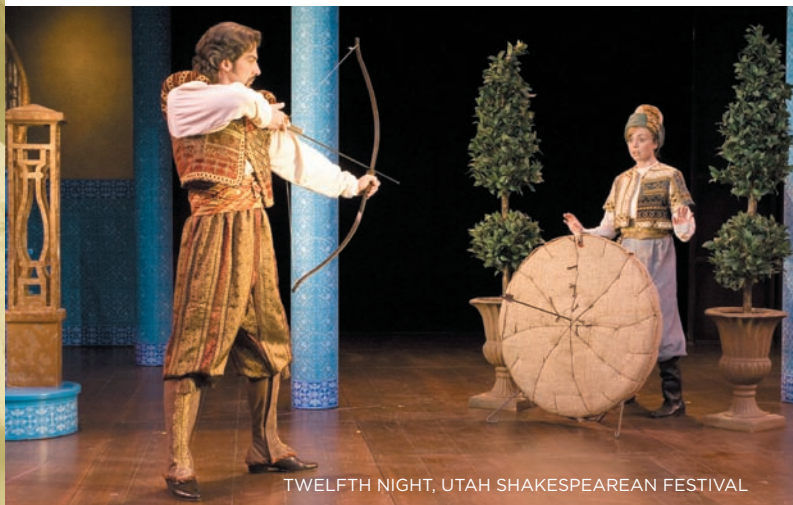
Artistic Landscape Utah's Diverse Cultural Canvas

By Heather Beers

BALLET WEST'S SLEEPING BEAUTY

THE BUSINESS OF TOURISM: More visitors are coming to Utah than ever before, since the Governor's Office of Economic Development's Utah Office of Tourism launched its new "Life Elevated" brand in April of 2006. The Huntsman administration is committed to enhancing Utah's national and international image and promoting the state as a year-round destination. Utah lawmakers have appropriated \$11 million dollars for the next fiscal year for out-of-state advertising; the same level of funding the tourism office has received for the past couple of years to brand Utah following the success of the 2002 Olympic Winter Games. In 2005, the annual Utah advertising budget was only \$900,000.

After reading the next two reasons to build your business in Utah, the new focus on tourism should be no surprise. The state's cultural scene is thriving and the beauty found from the northern mountains to the southern desert is a natural draw for people from around the globe.



TWELFTH NIGHT, UTAH SHAKESPEAREAN FESTIVAL

UTAH
LIFE ELEVATED

READY?

Picture yourself in a turn-of-the-century gilded performance hall, mesmerized by the pathos of the internationally acclaimed dancers' pas de deux.

Next you're in a contemporary concert hall, ensnared by the bow and strings of Grammy-award winning Hilary Hahn, melding with the melodies of a world-class symphony.

Now your feet are treading smooth hardwood, carrying you past collections of Warhol, Hopper and Weston.

Where are you? Chicago? San Francisco? New York?

Try Utah.

That's right; the place that beckons skiers, mountain bikers, entrepreneurs and innovators from around the world has also earned a reputation as a consummate stage for cultural endeavors.

Whether visiting or relocating to Utah, people often comment on how impressed they are with Utah's arts and culture, says Scott Beck, president and CEO of the Salt Lake Convention and Visitors Bureau. "We find that people aren't so much surprised that the arts here are sophisticated—they know this is no longer a 'provincial town.' But they are surprised at the diversity and breadth of the arts. For example, they are surprised to see that the Rose Wagner Center has three thriving repertory theater companies under one roof."

So if theater, visual arts, dance, music, film, even l'art de la cuisine, pique your interest, find yourself transported by Utah's expansive cultural climate.

THE WORLD COMES TO THE SUNDANCE FILM FESTIVAL

When January's chill sets in, things heat up in Park City, where Hollywood glamour and indie grit collide at the Sundance Film Festival. Over the past 20-plus years, Robert Redford's little project has become an international Mecca for

independent filmmakers, A-list actors, and accompanying paparazzi. Joining the global surge are Utah locals, who have long been supporters of the film festival's achievements in independent film. You too can join in the fun of finding "the next great movie hit."

UTAH SHAKESPEAREAN FESTIVAL

While it's midway between Salt Lake City and Las Vegas, the Utah Shakespearean Festival is about as close to the Globe Theatre as you can get. One of the longest-running and largest Shakespearean festivals in North America, the \$6 million production celebrating the Bard's work has earned countless awards, not the least of which is a Tony Award for America's Outstanding Regional Theatre. Its summer and fall seasons absorb thousands of visitors in classic Shakespeare pieces, such as Twelfth Night and The Tempest, and in works by more contemporary writers, such as George Bernard Shaw's Candida. As an important venue for emerging

artists, the festival also hosts a New American Playwrights Project, along with literary seminars, discussions and more, all happening next to Utah's majestic mountain background.

ARTS AND MUSIC FESTIVALS

With an emphasis on the risk-taking of contemporary art, the Utah Arts Festival hosts more than 80,000 enthusiasts in just four days each June. A labyrinth of canopies announces the festival's rise on downtown Salt Lake City's Library Square, where sculptors, painters, potters, writers, filmmakers, musicians and other artists display their wares in a vibrant cultural bazaar.

Two months later, at an elevation of about 7,000-feet, the Park City Kimball Arts Festival is touted as the longest-running arts festival in the West, with nearly 40 years of history. The festival includes more than 220 selected artists, three beer gardens, three stages and more than 30 live bands.

Exchange that festival's verdant summits for southeastern Utah's red rock country, and you get the



PARK CITY KIMBALL ARTS FESTIVAL



incomparable Moab Music Festival. Positing professional musicians from across the globe in the other-worldly settings of the region's crimson landscape, the award-winning Moab Music Festival is like no other. Founded in 1992 by professional New York musicians Michael Barrett and Leslie Tomkins, the festival "allows us to combine two of the major passions of our lives—our love of great music beautifully performed and the tremendous beauty of the Moab area," according to Barrett. The late-summer festival features classical chamber music, cross-over music, Latin music, traditional music, and song.

THEATER

From the simmering angst of repertory theater, to the subtleties of the traditional stage, to the razzamatazz of touring Broadway productions, live theater draws devoted audiences in Utah.

The Salt Lake Acting Company, Plan-B Theatre Company and Pygmalion Theatre Company are among Utah's critically acclaimed repertory

theater companies presenting avant-garde and emerging works.

The Pioneer Theatre Company (PTC) is a fully professional regional theater in Salt Lake City. Its reputation for Broadway-quality productions is buoyed by professional actors, many of whom hail from New York stages. From classics such as *The Grapes of Wrath* to award-winners like *Ragtime* and *Into the Woods*, to contemporary plays like David Auburn's *Proof*, PTC's seasons are satisfying fare.

For those who want a taste of the Big Apple, Broadway Across America delivers national touring productions to full houses in Salt Lake's Capitol Theatre and Kingsbury Hall.

Other notable regional theater companies include the intimate Hale Center Theaters in Salt Lake and Utah counties and the grand Tuacahn Amphitheatre, set among the St. George-area's red mesas and purple cliffs.

SYMPHONY AND OPERA

As an indication of the community's priority on the arts, the Utah Symphony is one of just 18 "52-week"

orchestras in the U.S. With 85 full-time professional musicians, the Utah Symphony offers a versatile season, including traditional and contemporary performances set in the metropolitan Abravanel Hall and under the warm summer air of the Deer Valley Music Festival outdoor amphitheater.

The Utah Symphony also accompanies the Utah Opera, a professional opera company that produces stunning performances with professional talent, original costuming, and elaborate sets. From Wagner to Puccini, the nearly 30-year-old opera company pierces audiences with tales of love, loss, triumph and tragedy each season.

And if there are rumors that the symphony and opera are for aging aficionados, the Utah Symphony & Opera (US&O) are making sure that remains a myth. Luring younger audiences to US&O performances is Vivace, a hip "social club meets refined art" program created to engage 20- to 40-somethings in performances, education, and après concert parties, all for a comfortable price. Now in its second year, Vivace is growing

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PRESIDENT AND CEO,
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AND VISITORS BUREAU

UTAH
LIFE ELEVATED

The new "Life Elevated" campaign is resonating with domestic and international visitors. Last year, Utah attracted 19.3 million visitors compared to 18 million in 2005 and tourism-related tax revenues are up across the state. Tourism is one of Utah's largest industries. Traveler spending rose an estimated 7.7 percent in 2006 to \$5.87 billion in the Utah economy, generating \$467 million in state and local tax revenues or about \$550 per Utah housing unit, an increase of 11.3 percent compared to 2005.



with hundreds of members who like chillin' at events with groovy titles, like "Schmoozing with Shostakovich" and "Double-licious."

Beyond the major companies, Utah is also home to smaller symphonies and operas, including the Salt Lake Symphony, the Utah Valley Symphony, and the Utah Festival Opera, a northern Utah regional opera company that has been rated as "one of the top 10 summer opera experiences in the United States."

DANCE

With touring performances to China's 6th Annual Arts Festival and Scotland's Edinburgh International Festival, Ballet West has impressed local and international audiences for more than 40 years. Its troupe of 35 professional dancers performs at Capitol Theatre, retelling favorites such as *Swan Lake* and *Giselle*, and premiering contemporary works such as *Polish Pieces* and *In and Out* by Hans van Manen.

Two modern dance companies push the envelope at the Rose Wagner Center and the Capitol Theater: Ririe-Woodbury Dance Company and Repertory Dance Theatre (RTD). Mixing multi-media and creative movement with thought-provoking works, Ririe-Woodbury has earned an international reputation for excellence. RDT has likewise captured international headlines for the "sensitivity" and "artistry" with which it preserves the modern dance pieces in its repertoire.

VISUAL ARTS

"The state has a wonderful collection of fine arts, and there are great art museums around the state—the Springville Museum of Art, The Utah Museum of Fine Arts, the Museum of Fine Arts at Brigham Young University and even the LDS Church's Museum of Church History and Art," says Tracie Cayford, deputy director, of the Utah Office of Tourism.

In addition to these and other fine art museums, dozens of galleries showcase local and national works, such as the Salt Lake Art Center in downtown Salt Lake City, the Kimball Art Center in Park City, Authentique in St. George, and numerous others, including the nearly 20 galleries that

host the Salt Lake Gallery Stroll each month.

Cayford also points out Utah's well-known public art, such as Robert Smithson's *Spiral Jetty* in the Great Salt Lake and Swedish artist Karl Momen's *Metaphor: The Tree of Life* towering along I-80 near the Bonneville Salt Flats.

Art in all of its forms continues as a cultural tradition built over the last hundred plus years in Utah.

CUISINE

With its alpine powder and sun-drenched hiking trails, Utah's natural playground has helped convince a number of accomplished chefs from across the country—and world—to leave frenzied urban scenes and continue their culinary passions in Utah. For example, Franck Peissel, a native of France and former chef at New York's Park Bistro, now serves guests at his namesake restaurant, *Franck's*, in the Salt Lake valley. Similarly, Kurtis Baguley, now the executive pastry chef at The Grand America in Salt Lake City, earned critics' esteem for his work at San Francisco's *Scala's Bistro*, *Silks* and the *Four Seasons Hotel*.

Other notable restaurants that frequently earn dining awards and/or crowd approval include *Bambara*, *Blue Boar Inn*, *Café Madrid*, *Café Trio*, *Caffé Molise*, *Em's Restaurant*, *Faustina*, *Fresco*, *Hong Kong Tea House*, *Log Haven*, *Lugano*, *Metropolitan*, *Michelangelo's*, *Snake Creek Grill*, *The Painted Table*, and many others. Twice a year many of the restaurants join in a "Dine-o-Round" promotion where customers can enjoy prix fix dinners at greatly reduced prices. Diners can find a new favorite restaurant!

CULTURAL CENTERS

With its well-known emphasis on the family, it's no wonder Utah supports forward-thinking cultural learning centers. *Discovery Gateway*, for example, is a hands-on riff on the traditional children's museum experience. Among many activities, children can explore dramatic storytelling in *Story Factory*, rule over a miniature town in *Kid's Eye View*, and take a turn at broadcasting in *Media Central*.

The Clark Planetarium brings far-out science close to home. With an



IMAX theater, interactive exhibits and activities, astronomy becomes an all-day adventure.

The *Leonardo*, set to open in 2009, will fuse art, culture and science in exciting new ways. The learning and exploration center will sit on Library Square, adjacent to an architectural must-see—award-winning structure that is Salt Lake City Library's Main Library.

The up-and-coming Living Planet Aquarium is in its second developmental location in the south end of the Salt Lake valley. With its ultimate sights set on a downtown location rivaling major national aquariums like those in Chicago and New Orleans, the Living Planet has an impressive array of "preview" exhibits featuring sharks, coral reefs, Utah wetlands, touch pools and more.

THE MORMON TABERNACLE CHOIR

Perhaps Utah's most recognizable icon of performing arts is the Mormon Tabernacle Choir. The Grammy-award winning choir blends 360 voices in inspirational, patriotic and

faith-promoting harmonies.

As a presidential favorite, the choir has performed at the inauguration of five U.S. presidents, was dubbed "America's Choir" by President Ronald Reagan, and has received the National Medal of Arts from President George W. Bush.

Fans can immerse themselves in the choir's music free of charge during its Thursday evening practices and Sunday morning Music and the Spoken Word broadcasts. The choir has recently returned to the renovated Tabernacle on Temple Square, where the historic assembly hall's unique acoustics and impressive organ complement the experience.

UTAH'S DEEP ROOTS

With Utah's historic foundation in the arts (its 19th century pioneers started the nation's first arts council), the state's culture is firmly rooted in the arts. So whether you prefer the vibrato of a baritone, the pirouette of a danseuse, losing yourself among gallery exhibits or saturating with Shakespeare, Utah's diverse cultural scene will truly move you.